

UNION SQUARE PARTNERSHIP ANNUAL REPORT 2018



PLANNING FOR OUR FUTURE

Dear Partners,

The Union Square-14th Street district is home to a steadily shifting composition of businesses, retailers, residential properties, institutions, and recreational venues, all promoted and encouraged by the proud and dedicated team of neighborhood champions, like you, who make up the Union Square Partnership's network of community partners. Our collective goal is to ensure that this district continues to maintain its status as one of Manhattan's most dynamic neighborhoods.

From helping community stakeholders navigate the public realm, to investing in the beautification of our world-class park, USP continues to play a multifaceted role in shaping and elevating the experience of everyone who lives, works and visits Union Square. Our 2018 report highlights our work across the array of our priorities: clean and safe streets, park maintenance, outreach to and support for our local businesses, and a robust calendar of events. Union Square experienced exceptional growth over the

last year, with more than 35 retail openings and a vacancy rate of just 2.7 percent, one of the lowest anywhere in the City. The neighborhood is a hot spot for tech, advertising, media, and innovation companies. Building on the strength of Union Square's economy, the City is moving forward with its plans for a new Tech Training Center at the heart of our district that will nurture new businesses with a diverse workforce and create jobs in Union Square.



Evolution and growth are coming to every corner of our district. On the east side, Mount Sinai Downtown is set to build a new 70-bed mini-hospital adjacent to the existing New York Eye and Ear Infirmary. Over on the west side, Extell purchased 530 Sixth Avenue, a site with the potential to accommodate 126,000 square feet of new residential space. Just across the street, developer Gemini Rosemont has filed permits to transform 101 West 14th Street into a 13-floor, 45-unit condo building. These projects continue the transformation and revitalization of the core of our district.

With all the above activity, USP continues our role in furthering the neighborhood's positive evolution. USP oversees a spectrum of services focused on economic development, marketing, and public safety as well as our extensive sanitation program. Our ambitious service portfolio is complemented by investments in the beautification and maintenance of Union Square Park, the district's crown jewel. We've also been keeping local residents and businesses updated on the forthcoming 15-month shutdown of the L train. The estimated 50,000 new daily pedestrians will be a boon to our district's retailers and eateries, but the influx will also bring significant challenges. We will continue to advocate for longer-term investments in our transportation infrastructure on behalf of our community.

This past year, we played host to over 195 high-profile events, including our public art program, which brought Chihuly's eye-catching Rose Crystal Tower to Union Square Park; our food and wine tasting extravaganza, Harvest in the Square; our free community programming,



Citi Summer in the Square, which occurs Thursdays from June through August; and our winter health and wellness festival, Union Square Sweat Fest.

Working strategically—and often in tandem—with our long list of neighborhood partners (complete list found on pages 24-25), the USP team works to create a welcoming environment, raise funds that support our beautification and capital work, and to bring exciting events that drive retail traffic and tourism into the area, keeping our area vibrant.

Please stay connected by subscribing to our e-newsletter, reading the Union Square blog, and following us on our social media channels, @UnionSquareNY. We look forward to hearing from you and welcoming you to the Square!


Lynne P. Brown
Co-Chair & President (BID)

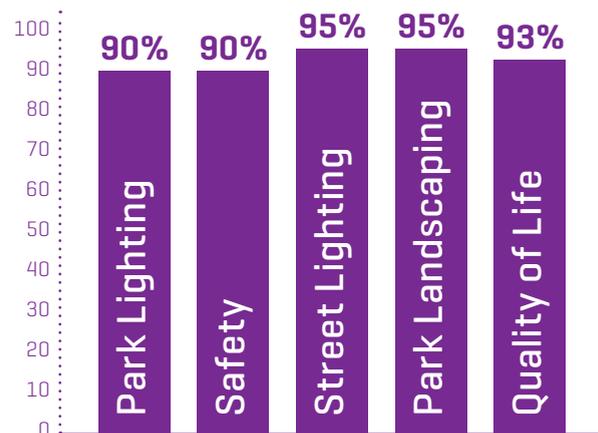

William D. Abramson
Co-Chair (LDC)


Jennifer E. Falk
Executive Director

CREATING WORLD CLASS PUBLIC SPACE

APPROVAL RATING OF USP'S WORK

98.6%



Union Square Partnership's 2017 Community Opinion Survey showed high marks across the board.

THE UNION SQUARE PARTNERSHIP WORKS YEAR-ROUND TO KEEP THE NEIGHBORHOOD BEAUTIFUL, SAFE AND VIBRANT FOR ALL

Over the past year, Union Square has continued to attract new businesses, residents, and visitors. Our Clean Team has kept up with this growth by working seven days a week, sweeping sidewalks, painting street furniture, powerwashing high-traffic corners, and maintaining the plazas surrounding Union Square Park. Over the course of the warmer months, the Team is out daily setting up our popular seating areas in and around the park with our signature lime green bistro tables + chairs and new teal shade umbrellas. In the winter, the Team countered the snowy weather by salting and clearing crosswalks, bus stops, catch basins, and areas around fire hydrants to keep our streets clear for the hundreds of thousands of residents, businesses, and visitors coming to Union Square.

CLEAN TEAM SERVICES

- 22** Clean Team Workers
- 45,745** Clean Team Hours
- 237** Instances of Graffiti Removed

178,000+ Bags of Trash Collected 



PARK + PLAZA INVESTMENTS

Planters + Landscaping 

Public Art 

Bistro Tables, Chairs + Umbrellas 

Playground Equipment Maintenance 

OUR REACH

- 152,601** Wi-Fi Users* 
- 147,203** Unique Website Visitors* 
- 21,203** Facebook Followers 
- 18,945** Twitter Followers 
- 14,664** Instagram Followers 
- 8,795** Newsletter Recipients 

*ANNUALLY



BUSINESS + COMMUNITY ENGAGEMENT

198 PUBLIC EVENTS IN 2017

Each year, the Union Square Partnership showcases and connects neighborhood businesses to the community, and to one another, to strengthen consumer and business-to-business relationships through coveted events. By focusing on a particular industry in the neighborhood—from dining, to fitness, to entertainment or family fun—residents, employees and visitors can truly experience the breadth of Union Square’s offerings, and the maximum amount of businesses can thrive as a result.

“SWEAT FEST WAS SO AMAZING. WE RECEIVED OVER 50 LEADS IN ONE DAY.”

New York Health & Racquet Club

\$100,000+ DONATED PRODUCTS & SERVICES

43 FITNESS CLASSES & EVENTS

SWEAT FEST

Every February, Union Square Sweat Fest celebrates the abundance of gyms, fitness studios, athleisure retailers, and healthy eateries that make up the neighborhood’s innovative health and wellness scene. Last year’s 6-day program hosted a special ticketed launch party and yoga class featuring the popular Sound Off™ Soul Yoga Class Insider Insight Series at W New York - Union Square.

1,000+
Participants

66
HEALTH +
WELLNESS
BUSINESSES

SUMMER IN THE SQUARE

Every summer, the Union Square Partnership brings nine weeks and hundreds of activities to the Park at Summer in the Square. Last year’s series featured new fitness classes, a local off-Broadway children’s show, live dueling performances, #ThrowbackThursday Movie Nights, and the best round-up of #USQDeals we’ve ever put together.

“I FIND IT MAGICAL TO HAVE THE COMMUNITY COME OUT EVERY WEEK AND ENJOY ALL THAT UNION SQUARE HAS TO OFFER.”

Shari Vilchez-Blatt, Karma Kids Yoga

17,000+
Participants

25
COMMUNITY
PARTNERS

EVENT ATTENDANCE

5900+	Children’s Programs
3800+	Dueling Performances
2400+	Citi Activity Tent
1500+	Movie Nights
1500+	Fitness Classes
1300+	Children’s Activities Pavilion
600+	Lunchtime Jazz

HARVEST IN THE SQUARE

In September, USP hosts Harvest in the Square, a food + wine extravaganza that supports Union Square Park. The event features over 50 local restaurant partners and more than a dozen wineries and breweries, last year drawing over 1,300 attendees. Since its inception, Harvest has raised over \$6 million through the generosity of the community to support USP’s integral work to maintain, beautify, and improve the Union Square neighborhood.

“THERE’S JUST NOTHING BETTER THAN BRINGING PEOPLE TOGETHER. HARVEST IN THE SQUARE HAS BECOME A GREAT NEIGHBORHOOD TRADITION.”

Danny Meyer, Union Square Restauranteur

1,300+
Attendees

67
LOCAL
RESTAURANTS



TEN NEW
LOCAL EATERIES



TWO NEW
COCKTAIL BARS

UNMATCHED RETAIL + BUSINESS DIVERSITY

THRIVING RETAIL SECTOR + HOME TO GROWING NUMBER OF EXCITING NEW CONCEPTS

In an effort to maintain the neighborhood’s street-level vibrancy, the Union Square Partnership continues to market retail opportunities and has driven a storefront vacancy rate to an enviable 2.7%.

More than 35 new businesses opened their doors in Union Square over the last year. Noteworthy openings include Boucherie on 225 Park Avenue South, UNTUCKit at 103 Fifth Avenue, Spiderbands at 12 East 14th Street, the national Frye apparel brand at 144 Fifth Avenue, and the

97.3% GROUND FLOOR OCCUPANCY RATE

American Eagle/AE Studio at 19 Union Square West. Restaurants and grab-and-go eateries also continue to be a source of creativity and commercial growth in the district. In 2017, 64 percent of new storefront openings were in the food sector. Kellogg’s debuted its first permanent café in Union Square, where visitors can try different cereals and linger in their community space.

37 NEW BUSINESSES

The district’s diverse, dense population and its hub of dining, shopping, and wellness establishments make Union Square an attractive location for businesses to test new products and directly engage future customers. Several brands debuted their first New York City – and in some cases U.S. – location in Union Square in the past year.

30/60/90

AE STUDIO
ARTICHOKE PIZZA
BABU JI
BARN JOO
BLUE BOTTLE COFFEE
BLUE MERCURY
BOUCHERIE
CAFE MANNA
CAMACHO’S TACOS & TEQUILA
CHAT N’ CHEW
CHAWLAS2
CÔTE

EVERYTHING BUT WATER

FAT CAT KITCHEN
INNISFREE
JOURNELLE
JUST FOR FEN
KELLOGG’S NYC
LIBRARY OF DISTILLED SPIRITS
LOTUS BLUE DONGTIAN
LUKE’S LOBSTER
LUSH
MANDOLINO PIZZERIA
MARTINA
MIDORIYA NY

MISS MI’S HOT POT

MORNING RITUAL NAILS + SPA
RESCUE SPA
RICKY’S
SPIDERBANDS
SWEETGREEN
TENDER GREENS
THAIMEE BOX
THE FRYE COMPANY
UNTUCKIT
VANS

FIRST LOCATION IN NEW YORK CITY

Côte

The popular high-end California nail salon opened its first location in New York City. The Union Square salon features “quick côte” service for a neighborhood that is always-on-the-go.

Innisfree

Featured in Vogue and spotted on virtually every corner in Seoul, Korea, Innisfree opened their first U.S. beauty store in Union Square in 2017.

SugarFish

The popular L.A. restaurant Sugarfish arrived in Union Square last year. With an already ardent following, the restaurant specializes in omakase-style service where the sushi chef selects the meal.

ECONOMIC SNAPSHOT

BUSINESS OVERVIEW

TOTAL BUSINESSES	9,921
TOTAL EMPLOYEES	164,467
EMPLOYEE / RESIDENTIAL POPULATION RATIO	2.2:1

TOP OFFICE LEASE TRANSACTIONS 2017-2018

BUSINESS NAME	SIZE (SF)	ADDRESS
DISCOVERY COMMUNICATIONS	250,000	230 PARK AVE S
MASTERCARD	215,000	150 FIFTH AVE
WEWORK	177,000	18 W 18TH ST
IBM	27,699	19 UNION SQUARE W
KNOTEL	24,000	5-9 UNION SQUARE W
CLARIFAI	17,255	215 PARK AVE S
UNION SQUARE HOSPITALITY GROUP	15,000	853 BROADWAY
KNOTEL	14,000	41 UNION SQUARE W
YOTPO	11,666	33 W 19TH ST
UPDATER	9,200	19 UNION SQUARE W

RESIDENTIAL OVERVIEW

	UNION SQUARE [1/2 MILE]	MANHATTAN	NYC
TOTAL POPULATION	73,582	1,664,727	8,537,673
HOUSING UNITS	43,025	875,968	3,371,062
MEDIAN ASKING RENT	\$4,200	\$3,956	\$2,950
MEDIAN HOME VALUE	\$1,003,086	\$871,500	\$508,900
PERCENTAGE OWNER OCCUPIED	35%	23%	32%
MEDIAN HOUSEHOLD INCOME	\$119,399	\$75,513	\$55,191
MEDIAN AGE	34.9	35.7	35.8

COMMERCIAL OFFICE OVERVIEW

OFFICE	UNION SQUARE/ FLATIRON	MIDTOWN WEST
TOTAL INVENTORY (SF)	26.7 M	68 M
VACANCY RATE	6.3%	6.8%
ASKING RENT (\$/SF/YR)	CLASS A: \$76.28 AVERAGE: \$68.96	CLASS A: \$82.60 AVERAGE: \$69.13

RETAIL OVERVIEW

RETAILERS, RESTAURANTS & SERVICES	892
NO. OF NEW ESTABLISHMENTS	37
VACANCY RATE [BID]	2.7%
AROUND UNION SQUARE PARK	\$350-\$550
FIFTH AVE: 14TH - 23RD ST	\$449
BROADWAY: 14TH - 23RD ST	\$384
EAST 14TH STREET GROUND FLOOR RENTS	\$150-\$300
SIDE STREET GROUND FLOOR RENTS	\$100-\$200

TOP SECTORS* BY NUMBER OF FIRMS

	BUSINESSES	EMPLOYEES
PROF., SCIENTIFIC + TECH SERVICES	1,609	22,608
RETAIL	1,182	20,061
ACCOMMODATION + FOOD SERVICES	798	13,650
REAL ESTATE, RENTAL + LEASING	684	23,090
HEALTH CARE + SOCIAL ASSISTANCE	692	9,155
INFORMATION	618	13,134
FINANCE + INSURANCE	277	5,473

*CATEGORIES BASED ON NAICS CODES (1/2 MILE)

MAJOR EMPLOYERS

ABC CARPET & HOME	NYC HUMAN RESOURCES
BUZZFEED	ADMINISTRATION
COMPASS	NYC POLICE DEPARTMENT
CON EDISON	NYU HOSPITAL FOR JOINT
FACEBOOK	DISEASES
HLW INTERNATIONAL	SIGNATURE BANK
MOUNT SINAI BETH ISRAEL	THE NEW SCHOOL
NEW YORK EYE & EAR INFIRMARY	W NEW YORK-UNION SQUARE
NEW YORK UNIVERSITY	WEWORK

MOUNT SINAI HEALTH SYSTEM

\$500M	4 Facilities	2 New Facilities
invested to modernize	located in Union Square District	including the first urgent care clinic located on Union Square East

RADIUS OF UNION SQUARE AREA: TYPICALLY 1/2 MILE FROM UNION SQUARE PARK
SOURCES: THE COMMERCIAL OBSERVER, CUSHMAN & WAKEFIELD, D&B HOOVER'S, ESRI, MTA, NEWMARK GRUBB KNIGHT FRANK, THE REAL DEAL, REBNY, US CENSUS 2010, AND USP.

\$450 MILLION+

Flowing to Union Square for site acquisition and development

86,000 SF

New Commercial Space

70,000 SF

New Retail Space

9 New Developments

Planned or under construction



UNION SQUARE TECH TRAINING CENTER

The \$250 million development of the 240,000 square-foot Union Square Tech Training Center project at 120 East 14th Street will bring together a technology training center, classrooms, offices, start-up co-working spaces, a ground-floor retail and food hall, and a civic innovation center all under one roof.

TAMMANY HALL

Once a stronghold of the powerful, eponymous New York political group, Tammany Hall on Union Square East is concluding a ground-up renovation. The outside will be restored to its former grandeur, while the inside will become three levels of modern office space, with ground floor retail.

2017 YEAR IN REVIEW



JANUARY ▲

Mayor Bill de Blasio unveiled the designs and details for the first city-backed Tech Training Center, coming to Union Square at 124 East 14th Street. The \$250 million project will bring digital job training for all New Yorkers, and flexible work space tailored to the needs of early stage startups.



FEBRUARY ▲

USP joined the Metropolitan Transportation Authority (MTA) and NYC Department of Transportation (DOT) in two community workshops regarding the scheduled 2019 L train subway closure. The MTA and DOT shared options they were considering to mitigate the shutdown effects on the neighborhood.



FEBRUARY ▲

Over 66 gyms, studios, and wellness businesses joined USP to #GetDrenched in sweat + swag at the Third Annual Union Square Sweat Fest. The weeklong event took place at the hottest boutique studios, gyms, and athleisure retailers in the district.



FEBRUARY ▲

More than 1,000 people discovered the wealth and diversity of neighborhood fitness and health businesses at Union Square Sweat Fest.



MARCH ▲

The USP Clean Team fanned out clearing snow and removing ice from high-trafficked corners, bus stops, and around fire hydrants during Winter Storm Stella.



MARCH + APRIL ▲

USP's spring work began with landscapers + gardeners replanting flower beds, reseeding lawns and installing new shrubs and greenery to get Union Square Park ready for the warmer months.



APRIL ▲

Hundreds of new bistro tables and chairs arrived in anticipation of another busy summer in Union Square. The new furniture has proven to be incredibly popular with residents and visitors alike.



APRIL ▲

Project Farmhouse, GrowNYC's state-of-the-art sustainability center, officially opened on East 13th Street offering an event space and sustainability workshops in the neighborhood.



MAY ▲

Daily Provisions celebrated the arrival of Salt & Straw, the Oregon-based ice cream brand, by hosting an Ice Cream Social benefiting the Union Square Partnership. The store went on to be named Eater's Reader's Choice in 2017.



MAY ▲

Mr. Met came out and celebrated Bike Month with the Union Square Partnership, Citi, and Citi Bike®. Participants were invited to test a bike from Citi Bike®, learn bike safety tips, and enjoy giveaways all day long!



APRIL ▲

Serving over 344,000 people daily, our trash receptacles see their share of annual wear and tear. Each spring, USP invests in new Dynasty trash cans to replace those that are worn or damaged.



APRIL ▲

NYU's 16th President, Andrew Hamilton, joined USP's Board President + Co-Chair Lynne Brown, Executive Director Jennifer Falk, Union Square Cafe Founder Danny Meyer, and Co-Chair William Abramson at our Spring Board Meeting, hosted at the new Union Square Cafe.



MAY ▲

USP celebrated our community contributions at the 33rd Annual Meeting + Networking Event at the W New York - Union Square. Civic Hall Founder/CEO and longtime resident Andrew Rasiej was featured as a special guest speaker [left].



JUNE ▲

With support from our neighborhood partners, USP completed the landscaping redesign of the Union Square East median malls. This expansive understory planting complemented the 80 new trees installed the previous fall.



JUNE ▲

The Union Square Partnership joined the Village Alliance, Council Member Margaret Chin, and other community members to honor Norman Buchbinder, one of USP's founders, for his commitment to neighborhood improvement with Norman Buchbinder Way at the corner of 8th and MacDougal Streets.



JUNE ▲

Families and volunteers rolled up their sleeves at USP's It's My Park! Day. The event featured children's activities including a planting area, face painting, and refreshments.



JUNE ▲

USP began repairs in Evelyn's Playground before the end of the school season, to prepare the world-class park for a busy + safe summer.



JUNE ▲

USP kicked off summer with the return of Summer in the Square. The series features nine weeks of music, kids activities, fitness classes, and special performances.



JUNE ▲

Kids got to learn, see, and touch live animals with Art Farm in the City at Summer in the Square.



JULY ▲

Dance Cardio was one of over 50 free fitness classes in Union Square Park as part of USP's Summer in the Square programming.



AUGUST ▲

New signage was added to USP's popular seating areas that highlighted the Partnership's public investments, which includes thousands of bistro tables + chairs, shade umbrellas, and complimentary outdoor Wi-Fi service.



SEPTEMBER ▲

1,300+ people came out for our annual Harvest in the Square food + wine tasting extravaganza. The event has raised over \$6 million since our first event in 1996, all to support our beautification work throughout the district.



SEPTEMBER ▲

Our successful public-private partnership with NYC Parks would not be possible without Parks Commissioner Mitchell Silver and his team who we work closely with to set goals for Union Square Park each season.



JULY ▲

Every week, hundreds of kids stretched and posed during Karma Kids StoryTime Yoga class. The popular program was one of more than 60 free children's activities at USP's Summer in the Square.



AUGUST ▲

Over 1,600 movie-goers joined USP for Summer in the Square's #ThrowbackThursday Movie Nights in August.



SEPTEMBER ▲

Harvest is a true celebration of community partnerships with over 67 of the neighborhood's hottest restaurants in attendance. Nur [above] served as the 2017 restaurant chair.



SEPTEMBER ▲

Harvest is made possible through a long-list of community members including long-standing partners at Con Edison, NYU, The New School, ABS Partners, Union Square Hospitality Group and Urbanspace.



OCTOBER ▲

Mount Sinai Health System cut the ribbon on a state-of-the-art, full-service urgent care center in Union Square. The creation of the urgent care center is part of Mount Sinai's transformation of services south of 34th Street.



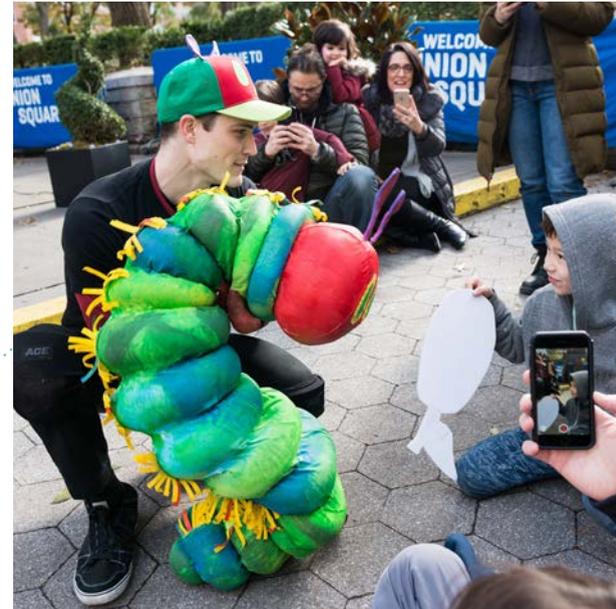
OCTOBER ▲

USP and NYC Parks, in partnership with Marlborough Gallery, welcomed Dale Chihuly's eye-catching Rose Crystal Tower to Union Square Park. A part of the 50th anniversary of Parks' public art program Art in the Parks, this piece will be on display through October 2018.



NOVEMBER ▲

The Mayor and City Council announced some good news for small businesses. USP was proud to support the change to reduce the Commercial Rent Tax burden on small businesses in Manhattan south of 96th Street.



NOVEMBER ▲

The Union Square Partnership teamed up with Citi to celebrate the start of the holiday shopping season at the Union Square Holiday Kick-off. The event included a DJ, kids' activities, and the release of the 2017 Union Square Holiday Guide. The event marked the start of the season for Urbanspace's Union Square Holiday Market.



DECEMBER ▲

USP Executive Director Jennifer Falk and Operations Director Thomas DiRusso honored the police officers who protect Union Square at the Greenwich Village-Chelsea Chamber of Commerce 13th Annual Safe City, Safe Streets Luncheon.



DECEMBER ▲

2017 ended with a celebration for USP's community partners and supporters at the Library of Distilled Spirits. We could not have achieved so much without the contributions of our partners.

AUDITED FINANCIAL STATEMENTS

UNION SQUARE PARTNERSHIP DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION

ASSETS	2016	2017
CASH + EQUIVALENTS	\$ 1,100,995	\$ 887,081
DUE FROM AFFILIATE	23,189	70,892
PREPAID + OTHER ASSETS	8,809	620
TOTAL	\$1,132,993	\$958,593

LIABILITIES/NET ASSETS

LIABILITIES	\$89,916	\$118,087
NET ASSETS-UNRESTRICTED	1,043,077	840,506
TOTAL	\$1,132,993	\$958,593

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2016	2017
CONTRIBUTIONS	\$2,000,000	\$2,200,000
GRANTS	52,438	41,530
OTHER REVENUES	14,576	20,483
TOTAL	\$2,067,014	\$2,262,013

EXPENSES

MARKETING + PROMOTIONAL	\$224,270	\$310,265
SAFETY	178,674	191,276
SANITATION	950,723	1,036,601
COMMUNITY IMPROVEMENTS	445,006	564,021
ADMINISTRATION	357,585	362,421
TOTAL	\$2,156,258	\$2,464,584
INCREASE/[DECREASE] IN NET ASSETS	\$(89,244)	\$(202,571)

SUMMARY OF FINANCIAL STATEMENTS DATED NOVEMBER 17, 2017 PREPARED BY SKODDY SCOT & COMPANY CPAS PC. A COPY OF THE COMPLETE AUDITED FINANCIAL IS AVAILABLE UPON REQUEST.

UNION SQUARE PARTNERSHIP, INC.

STATEMENT OF FINANCIAL POSITION

ASSETS	2016	2017
CASH + EQUIVALENTS	\$4,737,192	\$1,121,433
PREPAID + OTHER ASSETS	-	-
TOTAL	\$4,737,192	\$1,121,433

LIABILITIES/NET ASSETS

LIABILITIES	\$232,078	\$103,141
NET ASSETS-UNRESTRICTED	\$933,894	\$1,018,292
NET ASSETS-RESTRICTED	\$3,571,220	-
TOTAL	\$4,737,192	\$1,121,433

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2016	2017
CONTRIBUTIONS	\$604,058	\$774,242
GRANTS	32,438	21,530
OTHER REVENUES	64,348	80,584
TOTAL	\$700,844	\$876,356

EXPENSES

UNION SQUARE PARK MAINTENANCE	\$375,076	\$514,176
UNION SQUARE PARK RESTORATION	28,768	3,667,842
MARKETING + PROMOTIONAL	130,411	60,892
ADMINISTRATION	180,434	120,268
TOTAL	\$714,689	\$4,363,178
INCREASE/[DECREASE] IN NET ASSETS	\$(13,845)	\$(3,486,822)

SUMMARY OF FINANCIAL STATEMENTS DATED DECEMBER 29, 2017 PREPARED BY SKODDY SCOT & COMPANY CPAS PC. A COPY OF THE COMPLETE AUDITED FINANCIAL IS AVAILABLE UPON REQUEST.

OUR BOARD

BUSINESS IMPROVEMENT DISTRICT OFFICERS OF THE BOARD

Co-Chair & President

Lynne P. Brown
New York University

Treasurer

Kenneth Salzman
Victoria Owners Corp.

Secretary

Jordan Brackett
14th Street Y

BOARD OF DIRECTORS

Suzanne Appel
The Vineyard Theatre

Kevin Ballo
W New York - Union Square

David A. Brause
Brause Realty

Lance Carlile
Vornado Realty Trust

Charles Conwell III
ABS Partners Real Estate

Brian S. Feil
The Feil Organization

Eric Gural
GFP Real Estate

Greg Gushee
The Related Companies

Bradley Korn
Mount Sinai
Health System

Katherine Moore
Union Square
Wines & Spirits

Robert Pettenato
Con Edison

H. Jay Wisnicki
Claremont Square
Condominiums

Brendan Zanetti
Whole Foods Union Square

Ex-Officio

Hon. Bill de Blasio
Mayor, City of New York

Hon. Gregg Bishop
Commissioner,
Small Business Services

Hon. Scott Stringer
Comptroller, City of New York

Hon. Gale Brewer
Manhattan Borough President

Hon. Carlina Rivera
Council Member, District 2

LOCAL DEVELOPMENT CORPORATION OFFICERS OF THE BOARD

Co-Chair

William D. Abramson
Buchbinder & Warren

Treasurer

Nicholas N. Haines
Bramley Companies

Non-Voting Members

Terri Cude
Community Board 2

Alysha Lewis-Coleman
Community Board 3

Vikki Barbero
Community Board 5

Molly Hollister
Community Board 6



BOARD OF DIRECTORS

Bruce C. Blank
Paragon Sports

Jeff T. Blau
The Related Companies

Terry Coughlin
Union Square
Hospitality Group

Ken Giddon
Rothmans New York

Roy P. Moskowitz
The New School

Eric Seiler
1 Irving Place

Herb Streng
Orda Management

OUR SUPPORTERS + VENDORS

ANNUAL SPONSOR

Citi

ANNUAL MEETING SPONSOR

W New York-Union Square

PUBLIC ART INSTALLATIONS

"Rose Crystal Tower"

by Dale Chihuly
NYC Department of
Parks + Recreation

SUMMER IN THE SQUARE

14th Street Y

Arteasan

Citi

City Parks Foundation

Con Edison

Honest Tea

Karma Kids Yoga

New York Health &

Racquet Club

New York University

NYC Department of Parks &

Recreation

Paragon Sports

Pop Fit Kids

Pret A Manger

Simon & Schuster

Children's Publishing

The New School

The New School of Jazz and

Contemporary Music

W New York-Union Square

HARVEST IN THE SQUARE

ABS Partners

Ashish and Leslie Bhutani

Barnes & Noble

Bloomberg Philanthropies

Bromley Companies

Buchbinder & Warren

Citi

City Harvest

Con Edison

Feil Family Foundation

Friedman Kaplan Seiler &

Adelman LLP

Goshaw Architects

Mount Sinai

New York University

Newmark Holdings

NYC Department of Parks &

Recreation

New York City College of

Technology CUNY Hospitality

Management

Orda

Paragon Sports

Reading International

Related

Starbright Floral Design

The New School

Tishman Realty

Tricana Imports

Union Square Eye Care

Union Square Hospitality Group

Union Square Laser

Dematology

Urbanspace

Vornado

W New York-Union Square

Whole Foods Market Union

Square

UNION SQUARE HOLIDAY

KICK-OFF

Citi

The Very Hungry

Caterpillar Show

IT'S MY PARK! DAY

A. Bulfamante Landscaping

Chloe's Soft Serve Fruit Co.

Con Edison

GrowNYC

NYC Department of Parks &

Recreation

Partnerships for Parks

Pret A Manger

The Very Hungry

Caterpillar Show

ANNUAL HOLIDAY PARTY

Breads Bakery

Chihuly Studio

Côte Shop

GrowNYC

Innisfree

Kellogg's NYC

Nuts.com

The Library of Distilled Spirits

Urbanspace

W New York-Union Square

GENERAL CONTRIBUTIONS

Con Edison

Daily Provisions

Daniel J Franklin

Jennifer Jackson

Jonathan Alger

Kate & James Vanek

Kristin Ng

Louise Tick

Lynne Luxton

Mardi Gras Festival

Matthew Rashid

Michael Garfinkle

Michael Reiff

Peter Wunsch

Robert Von Ancken

Steve Zammarchi

YG Studios

CONTRACTORS + VENDORS

4Imprint

A Plus Messenger Service

A. Bulfamante Landscaping

Aaron Weiss Photography

Ace Rental Corp.

ADP

American Express

American Recreational

Products

Architecture Research Office

AT&T

Atlas Party Rental

Basics Plus

Bear Dallis Associates

Betta Brands

Big Apple Event

Big Belly Solar

Big Onion Walking Tours

Broadway Party Rentals

C & G Partners

Community Media

Corporate Biznis

CustomInk

Deborah Buyer Law

Duggal

Ecological Landscape

Management

Eventa Design

Fermob USA

Fit Plus Love

Forrest Sign Company

Go Daddy

Goric Marketing Group

GreeNow Productions

Guardian-Bethlehem

Haskell Brokerage

Hello NYC

Illuminations By Arnold

Intersection Media

Jane Kratochvil Photography

Kompan

Liz Ligon Photography

Logical Deductions

LOG-ON Mailing Services

MailChimp

Marino

Meagan Stevenson

Photography

Michael Van Valkenburgh

Associates

Mr. John

Municipal Building Consultants

New York State Insurance Fund

Oxford Health Plans

Philadelphia Insurance

Prestone Media Group

ReadyRefresh by Nestle

Sentry Electric

Shade Systems

Shadowbox Design

ShelterPoint Life Insurance

Skody Scot & Company, CPAs

Sof Surfaces

Sottile Security International

Sprout Social

SquareSpace

Staples Business Advantage

Starbright Floral Design

Steven Dubner Landscaping

Steven Jackson Photography

Streetplus

Tamis Corporation

The Michael Alan Group

The New School

Tower Cleaners

Tuuci

U.S. Security Associates

United City Ice

Urban Arborists

Victor Stanley

WageWorks

We Love Photoboosts

Western Pest Services

WeWork

OUR STAFF



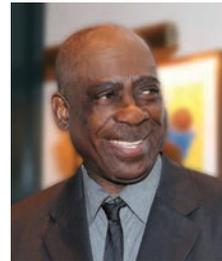
Executive Director
Jennifer E. Falk



Deputy Director
Scott Hobbs



Director of Operations
Thomas DiRusso



Operations Coordinator
McLawrence Glynn



Director of Economic Development
Monica Munn



Director of Finance
Tawana Springer



Director of Marketing + Events
Hannah Swerdloff



Marketing + Special Projects Associate
D'Arcy Sampson



Marketing Intern
Katherine Zukhovich



Policy + Planning Intern
Rosemary Han



Design + Data Visualization Intern
Dylan Cunningham



Clean Team Supervisors

Mamadou Ndiaye
Thierno Mbaye

Playground Associate

Tarina Brand

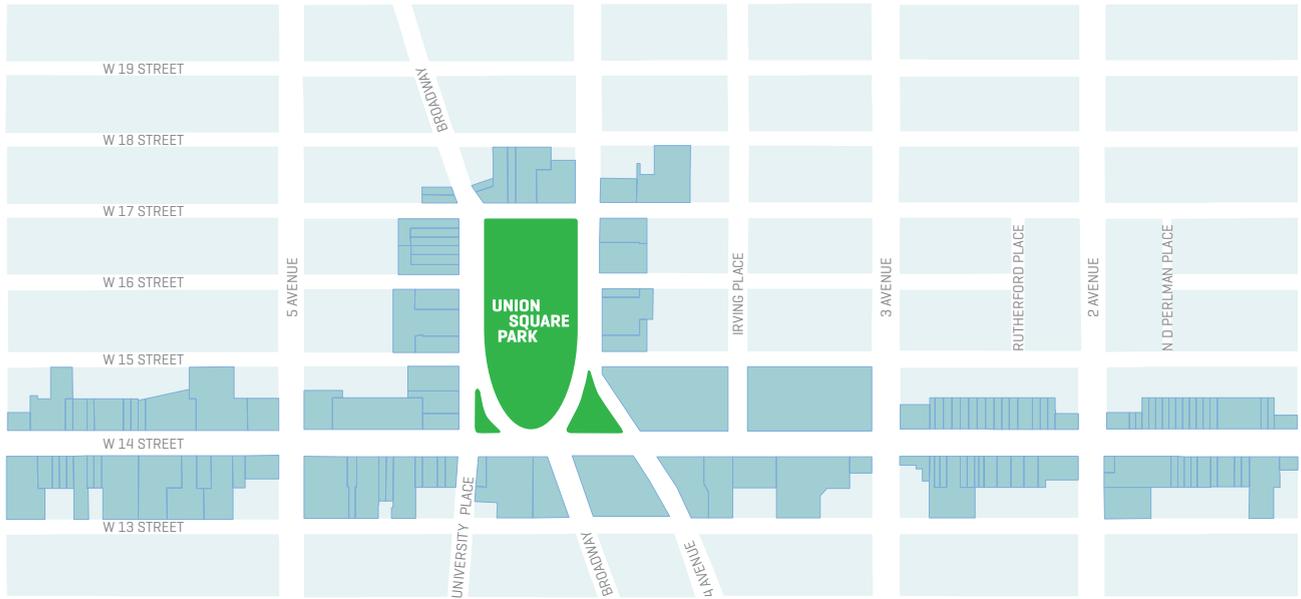
Union Square Clean Team

Fernando Almonte
Robert Awuah
Awayo Baete
Mamadou Barrow
Malick Dia
Saliou Diop
Moussa Diouf
Mbara Diouf

Samba Diouf
Cheikh Fall
Ibra Fall
Aureliano Fructuoso
Keeba Joina
Mustapha Kabbah
Leticia Makiza-Nsona
Mamadou Jr. Ndiaye

Dusseynou Niasse
Issa Nombre
Domingo Renoso
Cheikh Sow
Malamin Sumbundu
Mustapha Touray
Carlos Veras Diaz

UNION SQUARE PARTNERSHIP DISTRICT



The Union Square Partnership is a community-based, non-profit organization working to ensure the best possible neighborhood for its residents, businesses, and visitors. To learn more about events and opportunities in Union Square, visit unionsquarenyc.org.

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4 IRVING PLACE, ROOM 751
NEW YORK, NY 10003
TEL 212 460 1200
INFO@UNIONSQUARENYC.ORG

**UNION
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